

What is claimed is:

1. A method of temporarily displaying information to influence purchasing decisions comprising the steps of:

- 5 i) generating the information,
- ii) recording the information on media at a central controller,
- iii) temporarily associating a screen with a substantially transparent surface at a position that is capable of being viewed by the potential customers and that is at a location that is remote from the central controller,
- 10 iv) temporarily installing a projector near the screen, the projector being capable of receiving the information and displaying the information on the screen,
- v) repeating steps iii) and iv) at a plurality of separate locations to afford centralized management of the information,
- 15 vi) displaying the information at the plurality of separate locations for a time period, and
- vii) removing the screen and projector after the time period.

2. A method according to claim 1 wherein the step of displaying the information comprises the step of displaying video, DVD, television, Internet generated information, or combinations thereof.

3. A method according to claim 1 wherein the step of generating the information comprises generating promotional, advertising, price, offer, warranty, rebate, or instructional information, or combinations thereof.

4. Electronic media for use with an optical system comprising a computer associated with a projector capable of presenting an image, a screen having a rear surface for receiving light from the projector, and a viewing surface opposite the rear surface, and a removable adhesive on the viewing surface of the screen for temporarily adhering the screen to a substantially transparent surface so that a potential customer may view the screen through the substantially transparent surface,

the electronic media containing software which upon installation in the computer and execution of the software will cause the computer to carry out the method comprising the steps of:

- 5 projecting information designed to influence purchasing decisions to potential customers from the projector onto the rear surface of the screen to provide the information to the potential customer for a temporary time period.

5. Electronic media according to claim 4 wherein the software includes means for preventing the information from being displayed after the temporary time period.

10 6. A method of converting a transparent surface, such as a window, at a business location to advertising, the method comprising the steps of:

- 15 i) generating the advertising information,
ii) recording the information,
iii) temporarily associating a screen with the transparent surface at a position that is capable of being viewed by viewers outside the location,
iv) temporarily installing a projector near the screen, the projector being capable of displaying the information on the screen,
20 v) displaying the information during non-core business hours,
vii) removing the screen and projector after the non-core business hours.

7. A method according to claim 6 wherein the step of temporarily associating a screen with the transparent surface comprises the step of releasably attaching the screen to the transparent surface with a removable adhesive.

- 25 8. A method according to claim 6 further including the steps of:
determining whether the screen has been associated with the transparent surface,
and
preventing the projector from displaying the information on the screen unless the
30 screen has been associated with the transparent surface.

9. A system for providing information for influencing purchasing decisions comprising:

a projector capable of presenting an image,

a computer associated with the projector,

5 a screen having a rear surface for receiving light from the projector, and a viewing surface opposite the rear surface,

means for releasably associating the screen with a transparent surface so that a potential customer may view the screen through the substantially transparent surface,

10 electronic media containing software which upon installation in the computer and execution of the software will cause the computer to project information designed to influence purchasing decisions to potential customers from the projector onto the screen to provide the information to the potential customer during a temporary time period.

10 15 10. A system according to claim 9 wherein the electronic media includes means for automatically preventing the information from being displayed after the temporary time period.

11. A system according to claim 9 wherein the computer comprises a central controller at a central location and the projector is located at a remote, local location, and wherein the computer is associated with the projector through a network.

12. A system according to claim 11 wherein the system includes means for communicating information from the potential customers to the computer.

25 13. A system according to claim 12 wherein the computer has a processor for receiving information from the potential customers and altering the information provided to the potential customers.

30 14. A system according to claim the computer comprises a local controller and the computer is associated with the projector through a local network.

15. A method of temporarily displaying information to influence purchasing decisions comprising the steps of:

- i) generating the information,
- ii) recording the information on media at a central controller,
- 5 iii) cutting a screen to a predetermined shape,
- iv) temporarily associating the screen with a substantially transparent surface

at a position that is capable of being viewed by the potential customers for a temporary time period,

v) temporarily installing a projector near the screen, the projector being
10 capable of receiving the information and displaying the information on the screen, and

vi) receiving information from the potential customers, and

vii) using the information received from the potential customers to alter the
information provided to the customers.

15 16. A method according to claim 15 further including the steps of repeating steps iii, iv) and v) at a plurality of separate locations to afford centralized management of the information.